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Cut Flowers

PRODUCTION AND SALES,
1964 AND 1965
INTENTIONS FOR 1966 IN
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

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CURRENT SERIAL RECORDS

UNITED STATES DEPARTMENT OF AGRICULTURE
Statistical Reporting Service
Crop Reporting Board

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CURRENT SERIAL RECORDS

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DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$2,000 or more of cut flowers, nursery products, bulbs, seeds, and bedding, vegetable, flowering, and foliage plants in one year. Only commercial producers growing one or more of the four cut flowers--carnations, chrysanthemums, gladioli, and roses--are included in this report. All value figures are on a "gross wholesale" basis and deductions have not been made for selling commissions and transportation costs. Total sales in each State are converted to their equivalent wholesale value using the reported average wholesale prices. The published average price and percent change for intentions are derived from unrounded totals. Sales times average price does not necessarily equal the published wholesale value.

CUT FLOWERS

Production and Sales, 1964 and 1965 and Intentions for 1966 in Selected States

Sales of carnations, chrysanthemums, gladioli, and roses grown in 1965 in the 11 major producing States in this survey had an equivalent wholesale value of \$108.1 million according to the Crop Reporting Board of the United States Department of Agriculture. This is 8 percent above the \$99.8 million value in 1964 for these same States. All States showed an increase from 1964 in the total value for the four cut flowers.

The wholesale value for carnations in 1965 was nearly \$30 million, up 6 percent from the \$28.2 million value of the previous year. Chrysanthemums in the 11 States had a total wholesale value of \$34.9 million in 1965, an increase of 10 percent from 1964. Standard chrysanthemums totaled \$17.5 million and pompons accounted for \$17.4 million. This compares with \$15.8 million and \$15.9 million, respectively, for 1964. The wholesale value for roses increased to nearly \$28.0 million from \$25.3 million in 1964. This represents an increase of 11 percent. Gladioli value for the 11 States totaled \$15.3 million, up 5 percent from 1964.

California continues to be the leading producer of carnations, roses, and standard chrysanthemums while Florida leads in the production of gladioli and pompon chrysanthemums. Based on the wholesale value of the four cut flowers in this survey California ranks first with \$29.7 million followed by Florida with \$17.7 million and Pennsylvania with \$11.5 million. These are increases of 16 percent, 3 percent and 4 percent, respectively, from last year. The other States in the order of their importance with the percent increase in parenthesis are: Colorado, \$8.4 million (5 percent); New York, \$7.7 million (1 percent); Ohio, \$7.1 million (9 percent); Illinois, \$6.5 million (3 percent); Massachusetts, \$5.9 million (9 percent); Indiana, \$5.7 million (13 percent); New Jersey, \$4.1 million (7 percent); and North Carolina, \$3.8 million (15 percent).

CARNATIONS

Growers intend to increase by one percent the number of plants in production in 1966. The number of plants in production in 1965 was about the same as in 1964. All of the States except New York, Indiana, and Illinois expect to have more plants in 1966. The upward trend which has been evident since 1956 continues in both California and Colorado, where 2 percent increases are expected. In Illinois and New York, the only other States for which data are available over the same period of time, the trend in the number of plants has been downward and is expected to continue downward for 1966.

In 1965, growers in the 11 States sold 439.2 million blooms from 43.1 million plants. This is up one percent from the 1964 sales. California was the leading producer with 198.5 million blooms sold and accounted for 45 percent of the 11 State total. Colorado, with 22 percent of the total, ranked second with 96.0 million blooms, down 3 percent from the previous year. These two States accounted for two-thirds of the carnations sold in the States covered by this survey. Massachusetts with 37.2 million blooms and Pennsylvania with 36.8 million blooms ranked third and fourth, respectively, with each accounting for about 8 percent of the total. Pennsylvania was the third ranking State in 1964. The 1965 value of sales in all 11 States was nearly \$30 million and the average price was 6.8 cents per bloom.

STANDARD CHRYSANTHEMUMS

A 6-percent increase in the number of standard chrysanthemum plants in production is indicated for 1966. Of the 11 States in the survey only New Jersey and Pennsylvania indicate a decrease. The greatest increase is expected in California where the number of plants is expected to increase 1.4 million. Percentagewise, the expected increase is larger for Florida and North Carolina but the increase will amount to only 788,000 and 410,000 plants respectively. In 1965 growers sold 104 million blooms from 79.6 million plants, up 7 percent from the number sold in 1964. Wholesale sales accounted for 90 percent of the total sales. California ranked first in sales with 50.9 million blooms or 49 percent of the total for the 11 States, followed by Ohio with 13.0 million (13 percent); Pennsylvania, 7.4 million (7 percent); and Florida, 6.0 million (6 percent). These four States accounted for approximately three-fourths of the sales in the 11 States.

The wholesale value of all sales was \$17.5 million, up 10 percent from 1964. The value was up in all States although Pennsylvania and Florida sold fewer blooms. Higher average prices in these two States more than offset the decrease in blooms sold. The average price for the 11 States in 1965 was 16.8 cents compared with 16.3 cents in 1964.

POMPON CHRYSANTHEMUMS

Growers in the 11 States indicate a 3-percent increase in the number of pompon plants in production for 1966, with decreases in New Jersey, Pennsylvania, Ohio, Indiana, and Colorado more than offset by increases in the other 6 States. Most of the increase will occur in California where plants in production are expected to be up 1.7 million or 12 percent.

Sales during 1965 for the 11 States totaled 23.8 million bunches from 94.5 million plants, up 8 percent from the number of bunches sold in 1964. Florida was the leading producer with 10.2 million bunches, 43 percent of the total. California was second with 5.4 million bunches (23 percent);

Pennsylvania third with 2.1 million bunches (9 percent); and Ohio fourth with 1.3 million (6 percent). These four States accounted for about 80 percent of the sales. Of the 23.8 million bunches sold, 91 percent were sold at wholesale compared with 89 percent in 1964.

The value of sales was \$17.4 million, up 9 percent from the previous year. The price per bunch was up one cent from 1964 to 73 cents in 1965.

GLADIOLI

Gladioli growers in the 11 States intend to reduce acreage 2 percent in 1966. Florida expects an increase of 4 percent or 280 acres, but this is more than offset by decreases in most of the other States. The Massachusetts acreage is expected to be the same in 1966 and Colorado growers expect a small increase in acreage.

In 1965 growers sold 25.8 million dozen spikes, from 12,173 acres, up 2 percent from the spikes sold in 1964. Florida was the leading State with 15.9 million dozen spikes sold, down 2 percent from the previous year. This amounts to 62 percent of the 11 State total. California was second with 3.5 million dozen (13 percent of the total) followed by North Carolina with 2.4 million dozen (9 percent) and New Jersey with 1.7 million dozen (7 percent). These four States account for 91 percent of the 11 State total sales. Wholesale sales made up 97 percent of the total sales compared with 96 percent last year.

The 1965 value of sales was \$15.3 million, up 5 percent from 1964. Three of the four major States had an increase over the previous year. The average price was 59 cents per dozen in 1965 compared with 58 cents in 1964.

ROSES

Rose growers plan a 3-percent increase in the number of plants in production in 1966. Small decreases in New York, Illinois, and Florida are more than offset by increases in the most other States. In 1965 growers sold 276.6 million blooms from 11.6 million plants. The sales were up 1 percent from 1964. California sold 94.4 million blooms or 34 percent of the 11 State total. The second most important State was Pennsylvania with 44.5 million blooms sold or 16 percent of the total. Illinois ranked third with 32.0 million blooms (12 percent); and New York was fourth with 28.9 million blooms (10 percent). In 1965, 98 percent of the sales were whole-sale, the same as in 1964.

The value of sales for roses at nearly \$28.0 million was up 11 percent from the \$25.3 million in 1964. The average price in 1965 was 10.1 cents per bloom, almost a cent higher than the 9.2 cents in 1964.

Table 1.--Carnations, Chrysanthemums, Gladioli and Roses:
Gross wholesale value of sales, 1964 and 1965
in selected States

State	Gross wholesale value of sales ^{1/}					
	Carnations		Chrysanthemums			
			Standard		Pompon	
	1964	1965	1964	1965	1964	1965
	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>
Massachusetts ...	2,641	2,849	650	740	615	661
New York:						
Upstate	471	448	848	846	765	785
Long Island ...	899	865	543	614	535	499
New Jersey	800	786	535	643	3/ 517	577
Pennsylvania	2,843	3,159	1,635	1,703	1,755	1,744
Ohio	1,457	1,603	2,597	2,717	1,057	1,260
Indiana	645	524	854	938	382	444
Illinois	894	825	1,012	1,125	879	749
North Carolina ..	735	697	667	904	532	653
Florida	2/	2/	940	959	6,426	6,965
Colorado	7,357	7,723	84	86	167	143
California	9,428	10,498	5,480	6,195	2,311	2,907
11 States	2/ 28,170	2/ 29,977	15,845	17,470	3/ 15,941	17,387

State	Gross wholesale value of sales ^{1/}					
	Gladioli		Roses		Total (4 cut flowers)	
	1964	1965	1964	1965	1964	1965
	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>	<u>dollars</u>
Massachusetts ...	53	53	3/ 1,453	1,615	3/ 5,412	5,918
New York:						
Upstate	372	342	1,782	1,866	4,238	4,287
Long Island ...	15	8	1,383	1,444	3,375	3,430
New Jersey	907	1,026	1,124	1,110	3/ 3,883	4,142
Pennsylvania	97	116	4,661	4,752	10,991	11,474
Ohio	175	164	1,168	1,322	6,454	7,066
Indiana	64	56	3,110	3,753	5,055	5,715
Illinois	458	440	3,041	3,320	6,284	6,459
North Carolina ..	1,219	1,433	174	147	3,327	3,834
Florida	9,431	9,427	408	342	17,205	17,693
Colorado	10	13	367	401	7,985	8,366
California	1,747	2,236	6,627	7,890	25,593	29,726
11 States	14,548	15,314	3/ 25,298	27,962	3/ 99,802	108,110

^{1/} Equivalent wholesale value of all sales. ^{2/} Florida not published to avoid disclosure of individual operations. ^{3/} New Jersey pompon chrysanthemum data for 1964 revised. Massachusetts rose data for 1964 revised.

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1964 and 1965, and indicated plants in production, 1966, in selected States

State	Producers		Plants in production			
	1964	1965	1964	1965	Intended 1966	1966 as percent of 1965
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts ...	160	158	4,854	4,831	4,871	101
New York:						
Upstate	173	155	839	711	620	87
Long Island ...	77	64	2,005	1,646	1,588	96
New Jersey	142	138	1,425	1,337	1,382	103
Pennsylvania	333	324	4,396	4,421	4,560	103
Ohio	268	268	2,026	2,033	2,079	102
Indiana	102	101	758	631	625	99
Illinois	159	137	1,561	1,482	1,413	95
North Carolina ..	37	35	949	1,019	1,062	104
Florida 1/	---	---	---	---	---	---
Colorado	147	141	8,584	8,619	8,800	102
California	205	188	15,689	16,333	16,697	102
11 States 1/ ..	1,803	1,709	43,086	43,063	43,697	101

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1964	1965	1964	1965	1964	1965	1964	1965
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
Massachusetts ...	34,860	37,180	90	91	7.6	7.7	2,641	2,849
New York:								
Upstate	6,235	6,233	63	67	7.6	7.2	471	448
Long Island ...	14,356	13,317	88	91	6.3	6.5	899	865
New Jersey	10,145	10,037	76	77	7.9	7.8	800	786
Pennsylvania	35,450	36,785	85	87	8.0	8.6	2,843	3,159
Ohio	16,148	16,629	80	75	9.0	9.6	1,457	1,603
Indiana	6,621	4,861	76	75	9.7	10.8	645	524
Illinois	13,676	11,878	86	86	6.5	7.0	894	825
North Carolina ..	7,902	7,767	92	92	9.3	9.0	735	697
Florida 1/	---	---	---	---	---	---	---	---
Colorado	99,136	96,042	99	97	7.4	8.0	7,357	7,723
California	188,819	198,460	100	99	5.0	5.3	9,428	10,498
11 States 1/ ..	433,348	439,189	95	94	6.5	6.8	28,170	29,977

1/ Florida not published to avoid disclosure of individual operation. 2/ Equivalent wholesale value for all sales.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1964 and 1965, and indicated plants in production, 1966, in selected States

State	Producers		Plants in production			
	1964	1965	1964	1965	Intended 1966	1966 as percent of 1965
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts ...	191	183	2,814	3,115	3,395	109
New York:						
Upstate	295	268	2,815	2,813	2,836	101
Long Island ...	96	89	1,294	1,488	1,654	111
New Jersey	205	195	1,815	1,888	1,820	96
Pennsylvania	433	407	5,976	5,756	5,630	98
Ohio	382	380	10,712	12,061	13,440	111
Indiana	176	165	2,944	3,411	3,546	104
Illinois	230	208	4,530	4,904	5,111	104
North Carolina ..	65	61	2,545	3,260	3,670	113
Florida	23	20	7,383	5,885	6,673	113
Colorado	20	20	256	261	261	100
California	166	154	32,538	34,801	36,222	104
11 States	2,282	2,150	75,622	79,643	84,258	106

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1964	1965	1964	1965	1964	1965	1964	1965
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
Massachusetts ...	3,205	3,390	87	89	20.3	21.8	650	740
New York:								
Upstate	3,686	3,616	76	75	23.0	23.4	848	846
Long Island ...	2,411	2,560	89	87	22.5	24.0	543	614
New Jersey	2,897	3,207	73	77	18.5	20.0	535	643
Pennsylvania	7,614	7,434	71	70	21.5	22.9	1,635	1,703
Ohio	12,114	13,009	87	87	21.4	20.9	2,597	2,717
Indiana	3,266	3,641	74	74	26.2	25.8	854	938
Illinois	4,614	4,972	77	78	21.9	22.6	1,012	1,125
North Carolina ..	3,780	4,927	86	88	17.7	18.4	667	904
Florida	6,649	6,017	85	81	14.1	15.9	940	959
Colorado	345	345	72	78	24.4	25.0	84	86
California	46,395	50,904	98	100	11.8	12.2	5,480	6,195
11 States	96,976	104,022	89	90	16.3	16.8	15,845	17,470

1/ Equivalent wholesale value for all sales.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1964 and 1965, and indicated plants in production, 1966, in selected States

State	Producers		Plants in production			
	1964	1965	1964	1965	Intended 1966	1966 as percent of 1965
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts ...	236	233	2,160	2,268	2,348	104
New York:						
Upstate	303	284	2,874	2,646	2,613	99
Long Island ...	108	99	1,742	1,651	1,695	103
New Jersey 1/ ...	209	195	2,097	1,949	1,869	96
Pennsylvania	426	386	5,647	5,755	5,697	99
Ohio	363	364	4,225	5,334	5,160	97
Indiana	170	153	1,271	1,872	1,845	99
Illinois	234	213	4,031	3,460	3,491	101
North Carolina ..	57	54	3,013	3,069	3,139	102
Florida	43	40	48,750	51,982	52,999	102
Colorado	27	27	621	578	495	86
California	176	148	12,719	13,952	15,642	112
11 States 1/ ..	2,352	2,196	89,150	94,516	96,993	103

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1964	1965	1964	1965	1964	1965	1964	1965
	<u>1,000 bunches</u>	<u>1,000 bunches</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
Massachusetts ...	586	593	66	71	1.05	1.12	615	661
New York:								
Upstate	782	747	63	62	.98	1.05	765	785
Long Island ...	648	580	83	85	.83	.86	535	499
New Jersey 1/ ...	608	626	74	71	.85	.92	517	577
Pennsylvania	2,027	2,131	78	83	.87	.82	1,755	1,744
Ohio	1,143	1,336	81	81	.92	.94	1,057	1,260
Indiana	363	551	71	80	1.05	.81	382	444
Illinois	891	753	72	71	.99	1.00	879	749
North Carolina ..	738	821	96	97	.72	.80	532	653
Florida	9,425	10,174	95	97	.68	.68	6,426	6,965
Colorado	127	114	82	80	1.32	1.25	167	143
California	4,789	5,373	99	100	.48	.54	2,311	2,907
11 States 1/ ..	22,127	23,799	89	91	.72	.73	15,941	17,387

1/ New Jersey data for 1964 revised. 2/ Equivalent wholesale value for all sales.

Table 5.--Gladioli: Number of producers, acres in production, sales, price, wholesale value, 1964 and 1965, and indicated acres in production, 1966, in selected States

State	Producers		Acres in production			
	1964	1965	1964	1965	Intended 1966	1966 as percent of 1965
	<u>Number</u>	<u>Number</u>	<u>Acres</u>	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>
Massachusetts ...	35	34	54	58	58	100
New York:						
Upstate	65	57	540	433	314	73
Long Island ...	18	16	10	9	7	78
New Jersey	52	56	630	744	703	94
Pennsylvania	80	69	119	111	109	98
Ohio	44	41	165	163	162	99
Indiana	25	23	144	131	125	95
Illinois	61	58	1,036	1,049	922	88
North Carolina ..	35	34	938	1,072	945	88
Florida	27	25	7,535	7,489	7,769	104
Colorado	8	6	12	10	13	130
California	37	34	734	904	851	94
11 States	487	453	11,917	12,173	11,978	98

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1964	1965	1964	1965	1964	1965	1964	1965
	<u>1,000 dozen</u>	<u>1,000 dozen</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
Massachusetts ...	63	66	84	82	0.85	0.81	53	53
New York:								
Upstate	629	693	86	96	.59	.49	372	342
Long Island ...	32	20	62	69	.46	.40	15	8
New Jersey	1,621	1,716	99	98	.56	.60	907	1,026
Pennsylvania	132	162	82	86	.74	.71	97	116
Ohio	269	254	93	94	.65	.64	175	164
Indiana	115	103	90	93	.56	.54	64	56
Illinois	1,094	1,014	98	97	.42	.43	458	440
North Carolina ..	2,232	2,391	97	89	.55	.60	1,219	1,433
Florida	16,157	15,871	95	98	.58	.59	9,431	9,427
Colorado	14	16	88	91	.71	.83	10	13
California	2,831	3,456	99	100	.62	.65	1,747	2,236
11 States	25,189	25,762	96	97	.58	.59	14,548	15,314

1/ Equivalent wholesale value for all sales.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1964 and 1965, and indicated plants in production, 1966, in selected States

State	Producers		Plants in production			
	1964	1965	1964	1965	Intended 1966	1966 as percent of 1965
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
Massachusetts 2/.	15	15	492	540	620	115
New York:						
Upstate	20	15	799	804	811	101
Long Island ...	12	12	701	673	662	98
New Jersey	15	16	506	461	475	103
Pennsylvania	39	39	1,745	1,755	1,766	101
Ohio	24	27	490	492	510	104
Indiana	28	24	1,267	1,276	1,274	100
Illinois	26	28	1,378	1,374	1,322	96
North Carolina ..	10	11	58	59	67	114
Florida	13	10	248	199	174	87
Colorado	13	13	140	147	148	101
California	43	41	3,586	3,770	4,086	108
11 States 2/...	258	251	11,410	11,550	11,915	103

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1964	1965	1964	1965	1964	1965	1964	1965
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
Massachusetts 2/.	14,387	14,224	99	99	10.1	11.4	1,453	1,615
New York:								
Upstate	17,292	16,231	99	100	10.3	11.5	1,782	1,866
Long Island ...	13,221	12,645	99	99	10.5	11.4	1,383	1,444
New Jersey	13,101	11,510	96	99	8.6	9.7	1,124	1,110
Pennsylvania	45,993	44,482	98	98	10.1	10.7	4,661	4,752
Ohio	10,733	11,129	94	89	10.9	11.9	1,168	1,322
Indiana	26,970	28,461	97	98	11.5	13.2	3,110	3,753
Illinois	33,262	31,961	98	98	9.1	10.4	3,041	3,320
North Carolina ..	1,508	1,668	73	76	11.5	8.8	174	147
Florida	7,867	5,870	95	95	5.2	5.8	408	342
Colorado	3,582	3,942	95	96	10.2	10.2	367	401
California	86,603	94,450	99	100	7.7	8.4	6,627	7,890
11 States 2/...	274,519	276,573	98	98	9.2	10.1	25,298	27,962

1/ Equivalent wholesale value for all sales. 2/ Massachusetts data for 1964 revised.

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STATISTICAL REPORTING SERVICE
WASHINGTON, D. C. 20250

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